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SUBARU ADDS REFINEMENTS TO 2013 IMPREZA, THE MOST FUEL-EFFICIENT ALL-WHEEL DRIVE CAR IN AMERICA

- *27 mpg city/36 mpg highway/30 mpg combined makes 2013 Impreza the most fuel-efficient all-wheel drive car in U.S.*
- *More than doubled sales of previous model*
- *Base model audio gains Bluetooth® and iPod® capability*
- *All-Weather Package now standard with 2.0i Premium 5-speed*
- *Rear Vision Camera added to optional navigation system*

Cherry Hill, N.J., Sep 26, 2012 - The new-generation Subaru Impreza® four-door and five-door compact models that Subaru of America, Inc. introduced for 2012 more than doubled sales over the previous model to become one of the brand's best sellers. The new-generation Impreza provides a leading combination of standard Symmetrical All-Wheel Drive, roomy interior, engaging driving performance and high fuel economy in the compact segment. For 2013, the Impreza adds new refinements to that winning combination, remaining competitive with front-wheel drive compact models in both fuel economy and value.

The 2013 Impreza offers the highest fuel economy of any all-wheel drive new car offered in the United States. Its EPA ratings of 27 mpg city / 36 mpg highway / 30 mpg combined for models with the Lineartronic® continuously variable transmission (CVT) are comparable with front-wheel drive cars. Every 2013 Impreza is equipped as standard with Symmetrical All-Wheel Drive. Powered by a 148-hp 2.0-liter Subaru BOXER engine, the 2013 Impreza also offers a 5-speed manual transmission.

New for 2013, the Impreza 2.0i Premium models with 5-speed manual transmission now feature the All-Weather Package (heated front seats, heated exterior mirrors and windshield wiper de-icer) as standard. This package is available as an option for the 2.0i Premium with CVT, and is standard on Limited and Sport Limited models. The standard audio system in the 2.0i base model gains Bluetooth hands-free phone connectivity and audio streaming, Radio Data Broadcast System (RDBS), iPod control capability, USB port and 3.5mm aux. input jack. For 2013, the touch-screen navigation system offered on higher-line models now includes a Rear Vision Camera.

Impreza models with the CVT now feature Incline Start Assist for 2013. This system, which helps prevent the vehicle from rolling back when moving away from a stop on an incline, was already standard on 5-speed models.

Bold Exterior, Roomy Interior

The 2013 Impreza conveys a bold, confident design that emphasizes its standard Symmetrical All-Wheel Drive performance. In profile, the Impreza draws focus to its wheels with powerful wheel arches, a theme that debuted on the

current Subaru Legacy®.

The new-generation Impreza is the roomiest ever. Vehicle length and width remain the same as on the previous version for both sedan and five-door models, yet, thanks to a longer wheelbase (104.1 inches compared to 103.2 inches), redesigned door panels, the new-generation Impreza offers increased hip and shoulder room. Rear seat passengers gained nearly two inches of legroom. Sedan trunk room and five-door cargo room were both increased, and the five-door provides a completely flat load floor with the standard 60/40 split rear seatbacks folded.

The new-generation Impreza features a more raked-back windshield compared to its predecessor, and A-pillar bottom moved 7.9 inches forward allowing a front door opening nearly five inches longer for easier entry/exit.

Higher hip points and a lower, flatter instrument panel, along with larger side mirrors, contribute to better visibility from within the cabin.

Agile, Responsive and Fun

A focus on optimized construction helped reduce weight from the previous-generation Impreza, contributing to the greatly improved fuel efficiency. The 2013 Impreza models weigh less than some front-wheel drive compact models, yet high-strength construction preserves Subaru's standard for safety, vehicle integrity and agility.

Strengthened suspension components in front and rear enhance agility, while liquid (hydraulic) engine mounts help to damp out vibration. The double-wishbone rear suspension features strengthened components and pillow ball bushings for improved ride, straight-line stability and handling response.

The Impreza's new 2.0-liter Boxer engine produces 148 hp at 6,200 rpm and 145 lb.-ft. of peak torque at 4,200 rpm. Considerable effort was made in order to achieve improvements in combustion efficiency and lower friction. The long-stroke configuration (84mm bore and 90mm stroke) emphasizes low and mid-range torque. The camshafts are chain driven vs. belt-driven in the previous Impreza engine, reducing servicing costs. The new 2.0-liter engine employs the dual Active Valve Control System (AVCS) variable valve timing to optimize torque performance and emissions.

In the 2013 Impreza 2.0i, the responsive BOXER engine can be matched to a 5-speed manual transmission or the lighter, more compact second-generation version of the Lineartronic CVT that is now also used in the 2013 Legacy® and Outback® models.

Unlike a conventional automatic transmission, which uses fixed gear ratios, a CVT provides infinite variability between the highest and lowest available ratios with no discernable steps or shifts. The CVT continuously and smoothly adapts to performance demand, helping to keep the engine in its most efficient operating range. Impreza Premium, Sport and Limited models with the CVT also feature a 6-speed manual mode with steering wheel paddle shifters, which allow the driver to control the transmission via six pre-set ratios.

Other technologies helping boost fuel efficiency in the 2013 Subaru Impreza include a new electric power steering system, which by itself contributes a 2-percent efficiency increase, along with low rolling resistance tires. An ECO gauge in the instrument panel encourages the driver to operate the vehicle as economically as possible.

Subaru Quality and Value Throughout

Rich looking appointments and details abound inside the new-generation Impreza, including soft-touch materials for the dashboard, door trim and center console armrest. Roomy door pockets can hold plastic drink bottles and large maps. Numerous compartments located in and around the center console hold all manner of today's personal items, such as phones, USB drives and MP3 players.

All 2013 Impreza models feature as standard a tilt/telescoping steering wheel, power windows, door locks and side mirrors, a 60/40-split fold-down rear seat, outside temperature gauge, a multi-function display with fuel economy information, remote keyless entry system, security system with engine immobilizer, variable intermittent windshield

wipers and a low windshield washer fluid warning light. Carpeted floor mats, an extra-cost option in many cars, are standard in all 2013 Impreza models.

Impreza Premium models add 16-inch alloy wheels, steering wheel audio and Bluetooth® control switches, a rear stabilizer bar for crisper handling, 6-speaker audio system, adjustable console armrest, body-color exterior mirrors and chrome interior door handles. The All-Weather Package, which is standard on the 2.0i Premium 5-speed and optional for the 2.0i Premium with CVT, adds heated front seats, heated exterior mirrors and a windshield wiper de-icer.

A power moonroof and a navigation system are available for the Premium models. The new navigation system includes a 6.1-inch touch screen LCD display, Rear Vision Camera, voice control, iTunes® tagging, SMS text messaging capability, XM® Satellite Radio and XM NavTraffic (both XM services require subscriptions). Updated map data can be downloaded to a personal computer and then transferred into the system via secure digital (SD) card.

The Impreza 2.0i Sport Premium is a five-door-only model that gets a more aggressive stance from body-color rocker panel spoilers and standard 17-inch alloy wheels, which enhance agility. The Impreza 2.0i Sport Premium also makes standard the All-Weather Package (for CVT; already standard on 2.0i Premium 5-speed), fog lights, roof rails, unique seat fabric and a leather-wrapped steering wheel and shift knob.

Topping the 2013 Impreza range, the Limited and Sport Limited (five-door only) models deliver the highest level of comfort and convenience offered in the Impreza line. Leather seating is standard, along with a display-type audio system featuring a 4.3-inch display screen and standard HD Radio. The navigation system and power moonroof are options.

Symmetrical All-Wheel Drive: Two Different Types

Subaru offers two different versions of Symmetrical All-Wheel Drive in the 2013 Impreza 2.0i, each tailored to the type of transmission. In models equipped with the 5-speed manual transmission, the Continuous AWD system uses a viscous-coupling locking center differential to distribute power a nominal 50/50 front to rear. Slippage at either the front or rear wheels will cause the system to send more power to the opposite wheels.

Models equipped with the Lineartronic CVT use Active Torque Split AWD. An electronically managed continuously variable transfer clutch actively controls power distribution in response to driving conditions and wheel slippage.

The Subaru Safety Standard

Building on Subaru's reputation for safety, the new-generation Impreza was designed to excel under the new, more stringent NHTSA testing regimen. The new body structure makes greater use of high-tensile strength steel and features special stiffening elements at key locations. The 2012 Subaru Impreza was named a "Top Safety Pick" by the Insurance Institute for Highway Safety (IIHS), and Subaru projects the 2013 model will continue with this rating.

All 2013 Impreza models feature a driver's knee airbag on a roster of safety features that also includes standard front side pelvis/torso airbags and side curtain airbags that offer front and rear outboard seat coverage. The passenger-seat front airbag features a shell-type design with a center groove, thus exposing the passenger to less impact force upon deployment.

All 2013 Impreza models are equipped with a standard 4-wheel disc Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and the Brake Assist safety system. The Brake Override system ensures that the engine power will be cut when both the brake and accelerator are pressed simultaneously. Vehicle Dynamics Control (VDC) combines stability and traction control functions.

Subaru produces a full line of all-wheel drive sedans, crossovers and SUVs, and for 2013 has also introduced the rear-wheel drive BRZ sports car to its portfolio.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry

Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 600 dealers across the United States. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information visit www.subaru.com.

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